

**REMARKS**

Claims 1-16, 18-22, 25-40, 42, 45, 68, 70-72 and 74-77 are pending.

The Office Action rejects claims 1-7, 9-11, 13-14, 18-22, 25-31, 33-35, 37-38, 42, 45, 68, 70-72 and 74-77 under 35 USC 103 over Sammon (US Pat. 6,012,051) in view of Jacobs (US Pat. 5,768,142), rejects claims 8 and 32 under 35 USC 103 over Sammon in view of Jacobs and Kimura (US Pat. 5,521,364) and rejects claims 12, 15, 16, 36, 39 and 40 under 35 USC 103 over Sammon in view of Jacobs and Ulwick (US Pat. 6,085,165). These rejects are respectfully traversed.

The Office Action admits that Sammon does not disclose, among other features, selecting objects in other commodity categories that are linked to the option selected in step (b)(i), calculating a total effective cost of each combination of commodity options, and asserts that these features are disclosed in Jacobs, referring to col. 2, line 56-col. 3, line 62. However, the words "effective cost" "cost" and "price" do not seem to even appear anywhere in Jacobs, much less in the referred to portion. Further, the Office Action fails to explain how or where the recited "selecting objects in other commodity categories that are linked to the option selected in step (b)(i)" are disclosed. Applicant has been unable to find any "linking" of any commodity categories to a selected option. Further, Sammon does not disclose optimization parameters, the optimization parameters including information not provided by the customer. The other references do not solve these deficiencies.

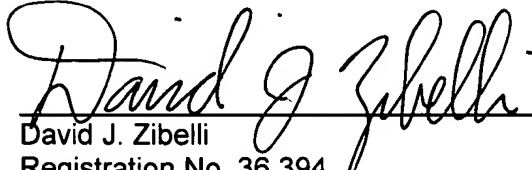
It is further noted that the "calculating an effective cost of the commodity option by adjusting the estimated cost based on the preference weighting and the at least one value assigned to the parameters" as recited in claims 10 and 34 is not disclosed in Sammon as suggested in the Office Action.

For at least these reasons, claims 1 and 26, and all claims dependent therefrom would not have been obvious over the cited references. Withdrawal of the rejections is requested.

For the above reasons, it is submitted that the application is in condition for allowance. Prompt consideration and allowance are solicited. The Office is authorized to charge any

additional fees under 37 C.F.R. §1.16, §1.17, or §1.136, or credit of any overpayment, to  
Kenyon & Kenyon Deposit Account No. 11-0600.

Respectfully submitted,

  
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